2019-2021/22 STRATEGY:
Marketing Communications
WHERE WE WERE

2016-2018/19 Strategy

- Rebuild demand with designer-led initiatives.
- Significant demand growth in high performance apparel.
- Grow wool demand by inspiring emerging designers.
- Stimulate better consumer understanding of wool’s benefits.
- Collaboration with iconic brands in formal and semi-formal wear.
- AWI will be a digitally oriented company.
- Build demand with AWI’s globally recognised Woolmark brands.
- Maintain AWI’s position as the global authority on wool.
WHERE WE ARE GOING
2019 - 2021/22 Strategy
Anxiety has become prevalent among today’s youth, leading to the rise of Generation Sensible, a group of teenagers that are more risk-averse than expected. For this generation, excess is not as cool as it used to be. Brands must offer products that promote mental and physical health rather than detracting from it.

Clear-eyed and pragmatic about budget limitations, more cognisant than ever of product attributes, and unwilling to compromise on them. Parents who deem educational fees, property and experiences higher on the agenda.

By 2035, there will be 78m people aged over 65, compared with 76.4m under the age of 18. Insurers Fidelity estimate that healthcare fees during retirement would cost a US couple now aged 65 an average of $280,000. In the UK, two-fifths of the National Health Service budget is spent on aged care. In China, it is estimated that long-term care costs for the elderly will have doubled by 2030. Keeping older people fit and healthy for as long as possible will be a long-term aim for individuals and the state.
APPAREL SUPPLY CHAIN

Pressure to deliver quality, responsible products. We must deliver a turn-key solution for natural and sustainable offering through our fibre, story and quality assurance program.

DESIGNERS / BRANDS / RETAILERS

Universities, High Schools and apparel business training departments are constantly searching for new educational resources that will add value to their offering. Woolmark accreditation will be used to promote the Learning Centre.

EDUCATORS

MEDIA

The media landscape has changed dramatically. People are consuming more media but in less traditional formats. In order to stand out, we must focus on branded content features, paid trade media plan, ambassadors and media delegations to drive a significant share of voice for Merino wool.
THE STRATEGIC FRAMEWORK:
(the bigger narrative)

OUTCOME
The No.1 impact of our goals

PRODUCT FOCUS
The products in our portfolio we will focus on

AUDIENCE
identify who we are going after and prioritising them

GLOBAL CONSUMER TRENDS
the most important trends that will impact our actions

STRATEGIC IMPERATIVES
the key strategies we will deploy to achieve our objectives

INITIATIVES
how we will bring our strategic actions to life in market

MEASUREMENT
how we’ll measure the impact of our programs

MARKETING GOALS
identifying our key objectives
Marketing goals:
- DRIVE GROWTH
- DEFEND THE CORE
- BUILD REPUTATION

Outcome:

Product focus:
- SPORTSWEAR
- MENSWEAR
- WOMENSWEAR

Audience:
- Primary: MILLENIALS
- Secondary: GEN Z
- Secondary: SILVER SPENDERS

Global Consumer Trends:
- Mindful consumption
- Nature’s Way
- Health is Wealth

Strategic Imperatives:
- #1 Educate on the benefits of wool (e.g. breathability)
- #2 Fibre advocacy (technical and environmental)
- #3 Communicate Merino as a luxury fibre

Initiatives:
- Owned campaigns
- Benefits Comms
- Brand Partnerships

INCREASE THE DEMAND & PERCEIVED VALUE OF WOOL

Localise

- Nature’s Way
- Inclusive Diversity
- Material Futures

- Radical Openness
- Material Futures
- Nature’s Way

- #1 Focus on innovation & young talent
- #2 Champion the eco-credentials of wool
- #3 Build trust about wool (e.g. fibre advocacy & traceability)
THE STRATEGIC FRAMEWORK:
Mapping it out in detail
Mindful Consumption

**DRIVER**
Sustainable living has taken on a new urgency. Anxiety about climate change and over-consumption is driving consumers to want for more out of their purchases.

**Trend**
A more-than-me, and less-is-more mentality to purchase decisions. Brands are adopting a sustainability approach when it comes to core values & CSR initiatives, and more minimalist when it comes to design & product libraries.

**Wool’s Opportunity**
- Buy Less, Choose Well, Choose Wool
- The meaning of the Woolmark - Quality assurance, to keep and cherish
- Minimalist living - luxury Investment pieces / capsule wardrobes
- Resale Economy - Wool lasts longer, Woolmark authenticated
Radical Openness

**DRIVER**
Consumer trust in brands and governing bodies is at an all time low. The immediacy of information and digital connectivity of humanity has created a demand for transparency.

**Trend**
Authenticity has exploded. Brands are now being challenged to be honest, open and straightforward alongside the emergence of new technologies. The first step in creating consumer trust is shameless transparency. Increasingly, startups use this openness to win over consumers from established legacy brands too slow to adapt.

**Wool’s Opportunity**
- [woolmark.com](http://woolmark.com) content strategy taking the world to Australia
- Media delegations: opening the gate to the world
- Traceability program, Interactive swing tickets
Nature’s Way

DRIVER
The environmental impact and wastage of fast-fashion on natural resources has been illuminated in popular culture.

Trend
High-end customers of luxury fashion are increasingly becoming more involved in sustainability issues and naturally-sourced materials. To satisfy this demand, luxury brands are looking to win over wallets with commitments to more ethical practices, and a commitment to sustainable processes.

Wool’s Opportunity
• Building social equity for wool
• Media delegations: opening the gate to the world
• Defining Wool’s place in the circular economy
• Promoting Wool’s position against synthetics
Health is Wealth

**DRIVER**

Wellness is fashionable and very much trending. The evolving wellness movement and industry is supplanting the scientific, white-coat authority of the healthcare industry.

**Trend**

Consumers are looking for a holistic, user-led approaches that address both body & mind. Solutions and products that go beyond simple problem-solution, but sell the notion of optimisation.

**Wool’s Opportunity**

- Sports, comfort, lounge, travel
- Skin health
- Sleep health
- Environmental impacts
- Ageing populations / silver spenders
Health is Wealth

**Optimised Fire Resistant Base Layer**
An investigation on the ability of market available wool blend garments (FR and otherwise) to protect against heat and flame damage.

**Global Eczema Study**
Assessment of potential therapeutic effects of Merino wool clothing in different geographical climates on atopic dermatitis in infants aged up to 5 years using clinical, quality of life and physiological outcome measures.

**Wool’s Dynamic Benefits**
Addressing gaps in demonstrating wool’s dynamic benefits.

**Sleep Study**
An investigation of the impact of sleepwear fibre type on menopausal sleep quality.

**END DATE**
- Optimised Fire Resistant Base Layer: 24/06/2019
- Global Eczema Study: 30/04/2020
- Wool’s Dynamic Benefits: 30/04/2021
- Sleep Study: 15/12/2021
Material Futures

DRIVER
The rise of robotics and technology is touching every aspect of human life.

Trend
The world of intuition and personalisation means some of the most exciting developments in fashion aren’t happening on the runway, but in the lab. From fabrics that absorb sweat better, to materials that generate power through motion.

Wool’s Opportunity
• Pushing the potential of The Wool Lab
• Talent incubation and innovation programs
• Dedicated trade engagement program (trade show strategy)
• Thought Leadership initiatives
**Inclusive Diversity**

**DRIVER**
Diversity and gender fluidity have gone mainstream in the 21st century.

**Trend**
Luxury brands have begun — but will continue to experiment more outside of the traditional confines of what is ‘for men’ and what is ‘for women’, in a celebration of diversity.

**Wool’s Opportunity**
- Local Marketing programs - trade & influencers
- New categories (Genderless)
- Emerging markets
- Impact visual content (Gen Z & Millennial)
Consumers don’t need wool, they need garments that suit a purpose and reflect their personal values.

Consumers have mental associations of wool that we need to break and position wool as relevant to their everyday lives.

Consumers need persuading to consider buying wool.